



BUILDING BLOCKS
FOR THE FUTURE



5 tips to improve your communication work package

Rikke Sørensen

Communications Advisor

#NSRbuildingblocks



+ How can communication
help achieve the project
objectives?

#NSRbuildingblocks



To what extent does the project

1. Have communication objectives, which clearly link to the project specific objectives?
2. Demonstrate chosen approach/ tactics, which are appropriate to reach communication objectives?
3. Indicate communication activities and deliverables, which are appropriate to reach the relevant target groups and stakeholders?



1: Think impact



BUILDING BLOCKS
FOR THE FUTURE



From tool to impact

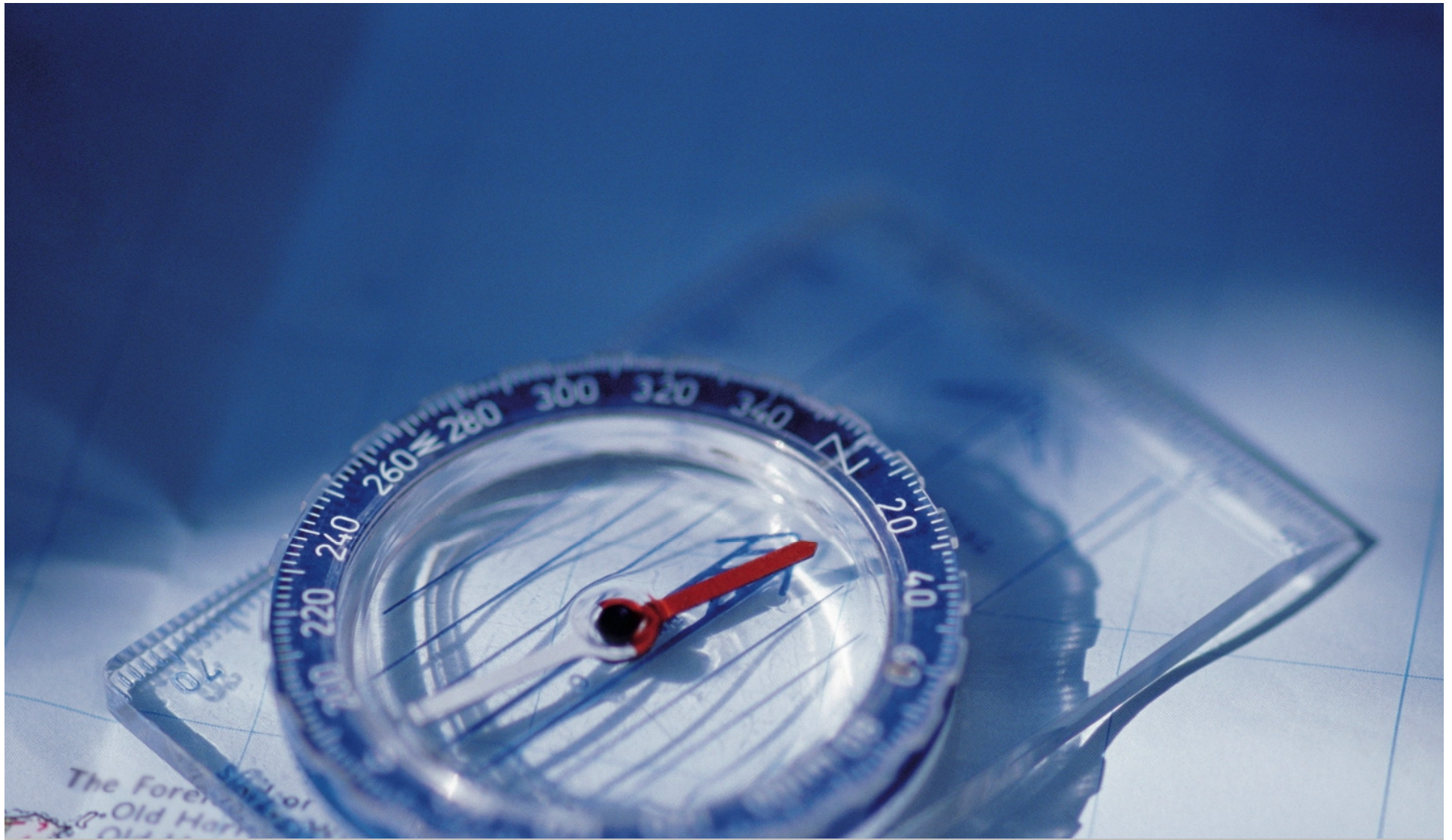
Website

Leaflet

Conference

Facebook page

#NSRbuildingblocks



2: Set clear objectives



BUILDING BLOCKS
FOR THE FUTURE



Activity or objective?

Develop website

Engage policy makers to update innovation strategies...

Develop a communication strategy

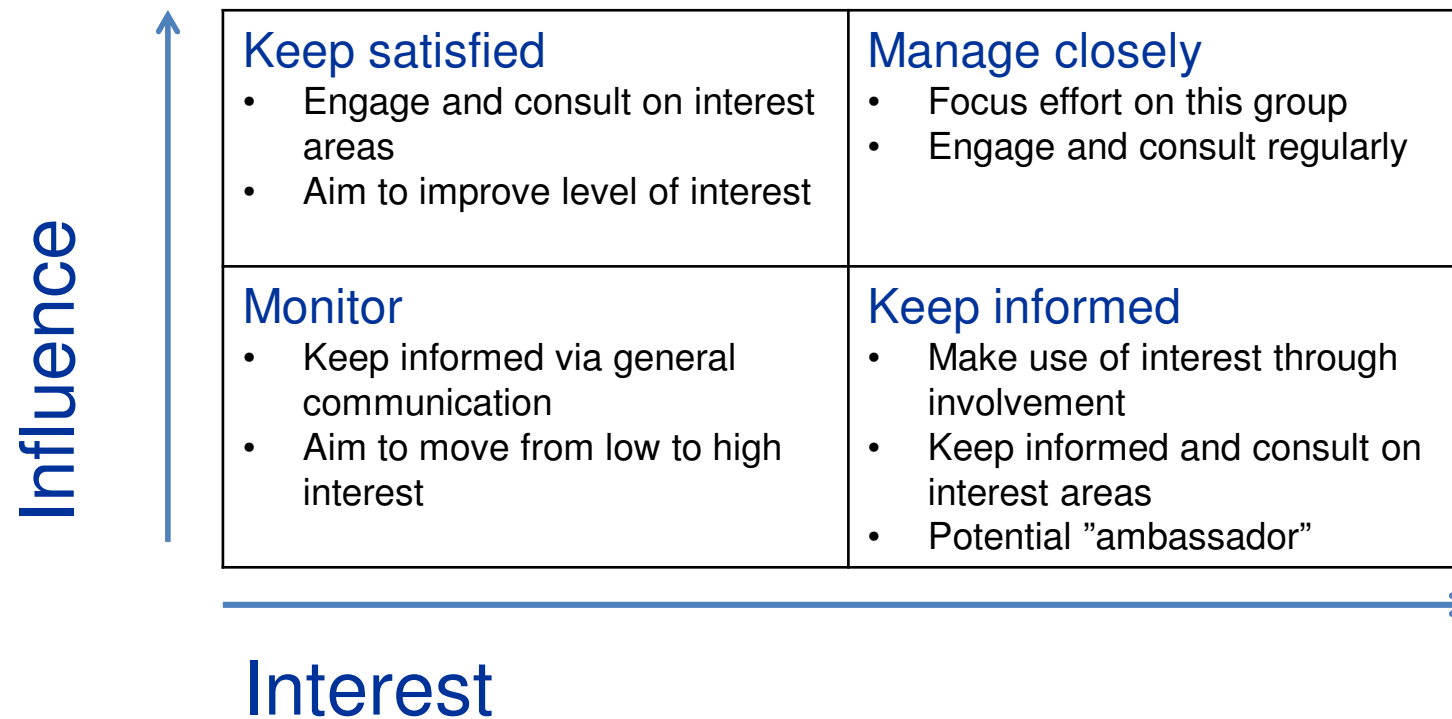
#NSRbuildingblocks



3: Define your target group



Focusing efforts





4: Choose most effective channels



5. Consider your webspace



Your webspace

- + Flexible, adaptable and fully functional
- + Linked to programme website for maximum impact
- + Linked to online monitoring system for automatisation of data
- + Must be used throughout your project to communicate your aims, progress and impact

#NSRbuildingblocks



In a nutshell

1. Think impact
2. Set clear objectives
3. Define your target group
4. Choose most effective channels
5. Consider your webspace

#NSRbuildingblocks



Questions?



#NSRbuildingblocks



BUILDING BLOCKS
FOR THE FUTURE



Thank you

+ rikke.soerensen@northsearegion.eu

+ [linkedin.com/aboutrikke](https://www.linkedin.com/company/aboutrikke)

#NSRbuildingblocks